

MarÃ-a del Pilar MartÃ-nez-Ruiz

List of Publications by Year in descending order

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Version: 2024-02-01

97
papers

1,237
citations

516215

16
h-index

454577

30
g-index

99
all docs

99
docs citations

99
times ranked

1046
citing authors

#	ARTICLE	IF	CITATIONS
1	A multidimensional analysis of the information sources construct and its relevance for destination image formation. <i>Tourism Management</i> , 2015, 48, 319-328.	5.8	178
2	Factors influencing repeat visits to a destination: The influence of group composition. <i>Tourism Management</i> , 2010, 31, 862-870.	5.8	128
3	The impact of retail store format on the satisfaction-loyalty link: An empirical investigation. <i>Journal of Business Research</i> , 2017, 77, 14-22.	5.8	83
4	Customer satisfaction's key factors in Spanish grocery stores: Evidence from hypermarkets and supermarkets. <i>Journal of Retailing and Consumer Services</i> , 2010, 17, 278-285.	5.3	52
5	Key service innovation drivers in the tourism sector: empirical evidence and managerial implications. <i>Service Business</i> , 2011, 5, 339-360.	2.2	51
6	The impact of market orientation dimensions on client cooperation in the development of new service innovations. <i>European Journal of Marketing</i> , 2011, 45, 43-67.	1.7	37
7	Consumer-Brand Relationships under the Marketing 3.0 Paradigm: A Literature Review. <i>Frontiers in Psychology</i> , 2017, 08, 252.	1.1	37
8	Assessing the influence of social media on tourists' motivations and image formation of a destination. <i>International Journal of Quality and Service Sciences</i> , 2015, 7, 458-482.	1.4	34
9	Testing Model of Purchase Intention for Fast Food in Mexico: How do Consumers React to Food Values, Positive Anticipated Emotions, Attitude toward the Brand, and Attitude toward Eating Hamburgers?. <i>Foods</i> , 2019, 8, 369.	1.9	32
10	Using daily store-level data to understand price promotion effects in a semiparametric regression model. <i>Journal of Retailing and Consumer Services</i> , 2006, 13, 193-204.	5.3	30
11	Assessing ethical behaviours in the Spanish banking and insurance industries: evidence and challenges. <i>International Journal of Human Resource Management</i> , 2013, 24, 2173-2196.	3.3	24
12	Studying the impact of food values, subjective norm and brand love on behavioral loyalty. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102885.	5.3	23
13	EVALUATING THE ECONOMIC AND REGIONAL IMPACT ON NATIONAL TRANSPORT AND INFRASTRUCTURE POLICIES WITH ACCESSIBILITY VARIABLES. <i>Transport</i> , 2012, 27, 414-427.	0.6	20
14	Designing a Predictive Performance Measurement and Control System to Maximize Customer Relationship Management Success. <i>Journal of Marketing Channels</i> , 2009, 16, 1-41.	0.4	19
15	Assessing the maximum level of customer satisfaction in grocery stores. <i>International Journal of Retail and Distribution Management</i> , 2011, 39, 504-521.	2.7	19
16	Consumers' behaviour in fast-food restaurants: a food value perspective from Spain. <i>British Food Journal</i> , 2019, 121, 386-399.	1.6	19
17	Evaluating temporary retail price discounts using semiparametric regression. <i>Journal of Product and Brand Management</i> , 2006, 15, 73-80.	2.6	17
18	HOW ENTREPRENEURIAL CHARACTERISTICS INFLUENCE COMPANY CREATION: A CROSS-NATIONAL STUDY OF 22 COUNTRIES TESTED WITH PANEL DATA METHODOLOGY / VERSLUMO CHARAKTERISTIKÅ ² Ä ² TAKA Ä ² MONÄ-S KÅ ² RIMULI; STUDIJOS, ATLIKIOS 22 VALSTYBÄ-SE, REZULTATÅ ² PRISTATYMAS. <i>Journal of Business Economics and Management</i> , 2011, 12, 529-545.	1.1	17

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19	Consumer satisfaction and loyalty in private-label food stores. <i>British Food Journal</i> , 2014, 116, 849-871.	1.6	17
20	Archeological Tourist Destination Image Formation: Influence of Information Sources on the Cognitive, Affective and Unique Image. <i>Frontiers in Psychology</i> , 2019, 10, 2382.	1.1	17
21	Key External Influences Affecting Consumers'™ Decisions Regarding Food. <i>Frontiers in Psychology</i> , 2016, 7, 1618.	1.1	16
22	Retail pricing decisions and product category competitive structure. <i>Decision Support Systems</i> , 2010, 49, 110-119.	3.5	15
23	What differentiates Internet shoppers from Internet surfers?. <i>Service Industries Journal</i> , 2014, 34, 530-549.	5.0	15
24	The effects of the current economic situation on customer satisfaction and retail patronage behaviour. <i>Total Quality Management and Business Excellence</i> , 2012, 23, 1207-1225.	2.4	14
25	Major influences on buying decision processes by international university students. Differences by continent of origin. <i>Appetite</i> , 2013, 71, 104-112.	1.8	14
26	Influences of product attributes on sojourners' food purchase decisions. <i>British Food Journal</i> , 2014, 116, 251-271.	1.6	14
27	Do Affective Variables Make a Difference in Consumers Behavior Toward Mobile Advertising?. <i>Frontiers in Psychology</i> , 2016, 7, 2018.	1.1	14
28	Success Factors in New Services Performance: A Research Agenda. <i>The Marketing Review</i> , 2006, 6, 265-284.	0.1	13
29	Assessing the consumer's choice of purchase channel in the tourism sector. <i>EuroMed Journal of Business</i> , 2011, 6, 77-99.	1.7	13
30	On the differential benchmarking of promotional efficiency with machine learning modeling (I): Principles and statistical comparison. <i>Expert Systems With Applications</i> , 2012, 39, 12772-12783.	4.4	13
31	Assessing the impact of temporary retail price discounts intervals using SVM semiparametric regression. <i>International Review of Retail, Distribution and Consumer Research</i> , 2006, 16, 181-197.	1.3	11
32	Identifying research topics in marketing science along the past decade: a content analysis. <i>Scientometrics</i> , 2018, 117, 293-312.	1.6	11
33	Does the product test really make a difference? Evidence from the launch of a new wine. <i>Food Quality and Preference</i> , 2019, 71, 422-430.	2.3	11
34	A Longitudinal Study to Assess the Most Influential Entrepreneurial Features on a New Firm's Growth. <i>Journal of Small Business and Entrepreneurship</i> , 2009, 22, 253-266.	3.0	10
35	Editorial: From Consumer Experience to Affective Loyalty: Challenges and Prospects in the Psychology of Consumer Behavior 3.0. <i>Frontiers in Psychology</i> , 2017, 8, 2224.	1.1	10
36	Studying Consumer Behavior in an Online Context: The Impact of the Evolution of the World Wide Web for New Avenues in Research. <i>Frontiers in Psychology</i> , 2019, 10, 2731.	1.1	10

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37	Food Values, Benefits and Their Influence on Attitudes and Purchase Intention: Evidence Obtained at Fast-Food Hamburger Restaurants. <i>Sustainability</i> , 2020, 12, 7749.	1.6	10
38	New service innovation success: Analyzing the influence of performance indicator nature. <i>Computers in Human Behavior</i> , 2015, 51, 1024-1031.	5.1	9
39	The influence of food values on post-purchase variables at food establishments. <i>British Food Journal</i> , 2020, 122, 2061-2076.	1.6	9
40	Retail price promotion influences for product varieties in grocery stores: evidence from Spain. <i>International Journal of Retail and Distribution Management</i> , 2008, 36, 494-517.	2.7	8
41	On the differential benchmarking of promotional efficiency with machine learning modelling (II): Practical applications. <i>Expert Systems With Applications</i> , 2012, 39, 12784-12798.	4.4	8
42	Store attributes leading customer satisfaction with unplanned purchases. <i>Service Industries Journal</i> , 2017, 37, 277-295.	5.0	8
43	The Influence of Value Co-Creation on Consumer Satisfaction. <i>International Journal of Online Marketing</i> , 2015, 5, 60-83.	0.9	8
44	Using store level scanner data to improve category management decisions: Developing positioning maps. <i>European Journal of Operational Research</i> , 2009, 198, 666-674.	3.5	7
45	Food Values, Satisfaction, and Loyalty: Some Evidence in Grocery Retailing Acquired during the COVID-19 Pandemic. <i>Sustainability</i> , 2021, 13, 3908.	1.6	7
46	Latent segmentation using store-level scanner data. <i>Journal of Product and Brand Management</i> , 2008, 17, 37-47.	2.6	6
47	Using Support Vector Semiparametric Regression to Estimate the Effects of Pricing on Brand Substitution. <i>International Journal of Market Research</i> , 2008, 50, 533-557.	2.8	6
48	Marketing 4.0. , 2019, , 2172-2195.		6
49	Social media interactions and brand luxuriousness: the role of materialism. <i>Journal of Consumer Marketing</i> , 2021, 38, 434-444.	1.2	5
50	Marketing 4.0. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2017, , 94-117.	0.7	5
51	Proactive orientation effects on product innovation activities: Empirical evidence. <i>Innovation: Management, Policy and Practice</i> , 2012, 14, 90-106.	2.6	4
52	Good environmental practices in a traditional wine producer: an opportunity for global competition. <i>International Journal of Business and Globalisation</i> , 2012, 8, 131.	0.1	4
53	Benefits of Online Sources of Information in the Tourism Sector: The Key Role of Motivation to Co-Create. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 2051-2072.	3.1	4
54	Success Factors in IT-Innovative Product Companies: A Conceptual Framework. <i>Communications in Computer and Information Science</i> , 2009, , 366-376.	0.4	4

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55	Social Media as Information Sources and Their Influence on the Destination Image. <i>Advances in Hospitality, Tourism and the Services Industry</i> , 2018, , 265-283.	0.2	4
56	Social Media Marketing and Luxury Consumption: A Literature Review. <i>International Journal of Marketing Studies</i> , 2019, 11, 30.	0.2	4
57	Spatial mapping of price competition using logit-type market share models and store-level scanner-data. <i>Journal of the Operational Research Society</i> , 2009, 60, 52-62.	2.1	3
58	Evaluation of Promotional and Cross-Promotional Effects Using Support Vector Machine Semiparametric Regression. <i>Systems Engineering Procedia</i> , 2011, 1, 465-472.	0.3	3
59	Statistical nonlinear analysis for reliable promotion decision-making. , 2014, 33, 156-168.		3
60	Exploring the adjustment of international university students in relation to dietary practices. <i>British Food Journal</i> , 2015, 117, 2947-2974.	1.6	3
61	Assessing the Impact of Ethnocentrism in the Food Buying Decisions of International University Students. <i>Journal of Food Products Marketing</i> , 2016, 22, 279-303.	1.4	3
62	Determinants of customer experience in e-services: the case of online universities. <i>Revista Brasileira De Gestao De Negocios</i> , 2021, , 1-20.	0.2	3
63	Marketing 4.0 and Internet Technologies in the Tourism Industry Context. <i>Advances in Logistics, Operations, and Management Science Book Series</i> , 2021, , 1679-1689.	0.3	3
64	Personally Engaged with Retail Clients. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2014, , 219-237.	0.7	3
65	Demarketing. , 0, , .		3
66	Exploring the knowledge structure of the relationship between value co-creation and customer satisfaction. <i>Management Decision</i> , 2022, ahead-of-print, .	2.2	3
67	A Review of the Literature on Food Values and Their Potential Implications for Consumersâ€™ Food Decision Processes. <i>Sustainability</i> , 2022, 14, 271.	1.6	3
68	The Management of Archeological Sites as Tourism Resources. <i>International Journal of Computational Methods in Heritage Science</i> , 2018, 2, 97-111.	0.9	2
69	Editorial: Toward Consumer 4.0 Insights and Opportunities Under the Marketing 4.0 Scenario. <i>Frontiers in Psychology</i> , 2020, 11, 611114.	1.1	2
70	Value Co-Creation, Social Media, and Marketing 3.0. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 99-119.	0.7	2
71	E-CRM. , 0, , 436-444.		2
72	Aspectos que influyen en la consolidaci3n de empresas: evidencias obtenidas en 14 paÃses. <i>Ingeniare</i> , 2011, 19, 233-239.	0.1	1

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73	Influence of social media on motivations for visiting a destination and image formation. <i>International Journal of Technology Marketing</i> , 2015, 10, 413.	0.1	1
74	Studying Customer Experience and Retention Using Applied Data Science and Artificial Intelligence. <i>Advances in Business Information Systems and Analytics Book Series</i> , 2021, , 192-222.	0.3	1
75	Online Distribution Strategies. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 491-512.	0.7	1
76	The Role of the Convenience and the Subjective Norm in the Intention of Purchase Across Internet (B2C): an application in the hospitality industry. <i>Revista Brasileira De Gestao De Negocios</i> , 2011, , 137-158.	0.2	1
77	Proactive Orientation Effects on Product Innovation Activities: Empirical Evidence. <i>Innovation: Management, Policy and Practice</i> , 0, , 945-979.	2.6	1
78	Marketing mix dynamism and performance: evidence from commercial firms. <i>Revista Perspectiva Empresarial</i> , 2014, 1, 69.	0.1	1
79	Private Labels at the Service of Retailers' Image and Competitive Positioning. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 104-125.	0.7	1
80	Store Attributes and Consumer Satisfaction with Unplanned Purchases: An Empirical Research in Spain. <i>Springer Proceedings in Business and Economics</i> , 2017, , 19-27.	0.3	1
81	The Management of Archeological Sites as Tourism Resources. , 2020, , 821-838.		1
82	Marketing and ICT integration as product innovation key factors. <i>International Journal of Technology Enhanced Learning</i> , 2010, 2, 183.	0.4	0
83	Tourist destinations and luxury commerce: business opportunities. <i>Journal of Place Management and Development</i> , 2010, 3, 205-220.	0.7	0
84	CHALLENGE-BASED LEARNING: HOW TO LEARN MARKETING IN HEALTHCARE STUDIES?. <i>INTED Proceedings</i> , 2021, , .	0.0	0
85	Consequences and Strategic Implications of Networked Enterprise and Human Resources. , 2009, , 185-190.		0
86	ICT Use in Universities. , 2013, , 1075-1089.		0
87	Dinamismo en el marketing mix y performance: evidencias obtenidas en empresas comerciales. <i>Revista Perspectiva Empresarial</i> , 2014, 1, 69-80.	0.1	0
88	Personally Engaged with Retail Clients. , 2015, , 2060-2078.		0
89	Attitude toward Private Label Brands. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 54-78.	0.7	0
90	The Pursuit of Loyalty in Grocery Stores: Differences by Retail Format. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 387-387.	0.1	0

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91	Social media and hospitality marketing. , 2017, , 501-511.		0
92	Online Distribution Strategies. , 2018, , 340-361.		0
93	Assessing the Use of Archaeological Sites as Cultural Tourism Resources. Advances in Hospitality, Tourism and the Services Industry, 2018, , 173-190.	0.2	0
94	Online Distribution Strategies. , 0, , 515-536.		0
95	ICT Use in Universities. , 0, , 20-34.		0
96	Social Media's Influence on Destination Image. Advances in Business Strategy and Competitive Advantage Book Series, 2022, , 230-246.	0.2	0
97	Online Private Sales Clubs. , 0, , 380-387.		0